

ORDER



Orders
Order / Rev: 186448
Alt Order #:
Product Desc: 228-Joe Coors for Congress 10.9-10.15.
Estimate: 3296
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: American Media Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Congress/Joe Coors (R)
Demographic: A25-54
Product Codes: PL3-US House Rep
Priority: P3
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	58	\$37,810.00	\$32,138.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$37,810.00	\$32,138.50	0.00
Totals	58	\$37,810.00	\$32,138.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/09/12	10/15/12	GMA M-F 7-9A / KMGH CA	CA	7A-9A	22222--	:30	10	\$625.00	P3	0.00	NM	10	\$6,250.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	22222--		10				\$625.00		0.00			
N 2	KMGH	10/13/12	10/13/12	7-9a Sat Morning News CA	CA	7A-9A	-----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
				7-9a Sat Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-----S-		2				\$300.00		0.00			
N 3	KMGH	10/14/12	10/14/12	ABC GMA SUN CA	CA	Sun GMA 6A-7A	-----S	:30	1	\$120.00	P3	0.00	NM	1	\$120.00
				GMA SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-----S		1				\$120.00		0.00			
N 4	KMGH	10/14/12	10/14/12	7A-8A SUN MORN NEWS CA	CA	7A-8A	-----S	:30	1	\$315.00	P3	0.00	NM	1	\$315.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-----S		1				\$315.00		0.00			
N 5	KMGH	10/14/12	10/14/12	9A-10A SUN MORN NEWS CA	CA	9A-10A	-----S	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
				9A-10A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	-----S		1				\$400.00		0.00			
N 6	KMGH	10/09/12	10/15/12	11A-12P News/KMGH CA	CA	11A-12P	11111--	:30	5	\$275.00	P3	0.00	NM	5	\$1,375.00
				11A-12P News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	11111--		5				\$275.00		0.00			

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Advertiser: Congress/Joe Coors (R)
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 Estimate: 3296

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/09/12	10/15/12	M-F 230-3pm M-F 230-3pm	CA	230-3p	11111--	:30	5	\$300.00	P3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111--		5			\$300.00			0.00			
N 8	KMGH	10/09/12	10/15/12	3P-4P M-F Rotator/KMGH 3-4p Rotator	CA	3P-4P	22222--	:30	10	\$450.00	P3	0.00	NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	22222--		10			\$450.00			0.00			
N 9	KMGH	10/09/12	10/15/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	11111--	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111--		5			\$400.00			0.00			
N 10	KMGH	10/14/12	10/14/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S		1			\$525.00			0.00			
N 11	KMGH	10/09/12	10/15/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	11111--	:30	5	\$1,375.00	P3	0.00	NM	5	\$6,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111--		5			\$1,375.00			0.00			
N 12	KMGH	10/10/12	10/15/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	1-1-1--	:30	3	\$1,575.00	P3	0.00	NM	3	\$4,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	1-1-1--		3			\$1,575.00			0.00			
N 13	KMGH	10/12/12	10/12/12	ABC Fri A SHARK TANK	CA	7P-8P	----F--	:30	2	\$1,125.00	P3	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	----F--		2			\$1,125.00			0.00			
N 14	KMGH	10/09/12	10/11/12	10P News / KMGH 10P NEWS	CA	10-1037P	-1-1---	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	-1-1---		2			\$1,500.00			0.00			
N 15	KMGH	10/09/12	10/15/12	Nightline Nightline	CA	1037P-1103P	11111--	:30	5	\$675.00	P3	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111--		5			\$675.00			0.00			
Totals													58	\$37,810.00	